

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan platform digital seperti TikTok oleh Generasi Z Muslim dalam mengeksplorasi konten kuliner halal, yang mengindikasikan pentingnya strategi pemasaran digital seperti *Content Marketing* dan *Influencer Marketing*. Penelitian ini bertujuan untuk menganalisis pengaruh *Content Marketing* dan *Influencer Marketing* terhadap minat beli Generasi Z Muslim terhadap produk kuliner, dengan *Religious Commitment* sebagai variabel mediasi. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik analisis *Structural Equation Modeling Partial Least Square* (PLS-SEM). Sampel dalam penelitian ini berjumlah 96 responden yang dipilih melalui *purposive sampling*. Hasil penelitian menunjukkan bahwa *Content Marketing* berpengaruh positif signifikan terhadap minat beli dan *Religious Commitment*, sedangkan *Influencer Marketing* berpengaruh positif signifikan terhadap minat beli namun berpengaruh negatif signifikan terhadap *Religious Commitment*. Selanjutnya, *Religious Commitment* berpengaruh negatif signifikan terhadap minat beli, yang mengindikasikan bahwa semakin tinggi komitmen religius, maka semakin selektif perilaku konsumsi responden. Selain itu, *Religious Commitment* terbukti memediasi secara negatif hubungan antara *Content Marketing* terhadap minat beli. Temuan ini diharapkan memberikan kontribusi akademik dalam pengembangan teori pemasaran digital berbasis nilai keagamaan, serta menjadi acuan strategis bagi pelaku bisnis kuliner halal dalam merancang kampanye pemasaran yang efektif dan bernilai Islami.

Kata Kunci: *Content marketing, Influencer Marketing, Minat Beli, Religious Commitment, Generasi Z Muslim.*

ABSTRACT

This study is motivated by the increasing use of digital platforms such as TikTok by Generation Z Muslims in exploring halal culinary content, which indicates the importance of digital marketing strategies such as Content Marketing and Influencer Marketing. This study aims to analyze the influence of Content Marketing and Influencer Marketing on Generation Z Muslims' buying interest in culinary products, with Religious Commitment as a mediating variable. The method used is a quantitative approach with the Structural Equation Modeling Partial Least Square (PLS-SEM) analysis technique. The sample in this study amounted to 96 respondents who were selected through purposive sampling. The results of the study show that Content Marketing has a significant positive effect on buying interest and Religious Commitment, while Influencer Marketing has a significant positive effect on buying interest but has a significant negative effect on Religious Commitment. Furthermore, Religious Commitment has a significant negative effect on buying interest, which indicates that the higher the Religious Commitment, the more selective the respondents' consumption behavior. In addition, Religious Commitment has been shown to mediate negatively the relationship between Content Marketing and buying interest. These findings are expected to make an academic contribution to the development of digital marketing theories based on religious values, as well as become a strategic reference for halal culinary business actors in designing effective marketing campaigns with Islamic values.

Keywords: *Content marketing, Influencer Marketing, Buying Interest, Religious Commitment, Generation Z Muslim.*